

# People

weekly

Time Inc. Magazines

People  
303 East Ohio Street  
Suite 2700  
Chicago, IL 60611

312-321-7850  
312-321-7935 Fax

August 24, 1992

BY FACSIMILE

Ms Inga Lambert  
Media Planner/Buyer  
Leo Burnett USA  
35 West Wacker Drive  
Chicago, IL 60601

Dear Inga:

To date, neither *LIFE* nor *PEOPLE* has released closing dates and on-sale information for any 1993 issues. However, the basic format for closings and on-sale dates will not change:

*PEOPLE*

- 7 week closing for all regional, state, metro and national editions.
- 3 week closing for all black/white and 2-color ad units.
- On-sale date is always Monday, with subscribers receiving issues as soon as the Saturday prior.

input 10/29

*LIFE*

- 7 week closing for all editions.
- On-sale date is generally the second Monday of the month, with subscribers receiving issues as early as the Saturday prior.

As we discussed last week, franchise positions in both magazines won't be determined until spending frequency levels are negotiated between Philip Morris and Time Inc.

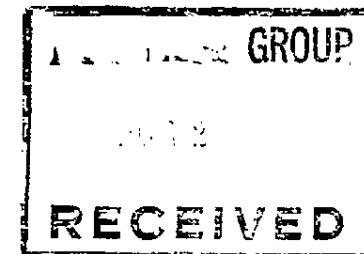
When I receive specific closing and on-sale information for *PEOPLE* and *LIFE*, I will be sure to pass it along.

Best regards,



Mark Nugent

MN/cm



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